

SIMPLE... AND STRATEGIC

ABOUT MODERN METAL PRODUCTS. Modern Metal Products, a 92-year-old family-operated sheet metal fabrication company focusing primarily on enclosure work-metal boxes. From its 52,000-foot facility, the company's 52 employees service customers that need 25 or 50 enclosures a year, producing a total of 25-30,000 enclosures per year. Their customers range from start-up entrepreneurs to Fortune 100 companies, some of whom have been with Modern Metal Products for more than 60 years.

THE CHALLENGE. Modern Metal had recently acquired a manufacturer of industrial tooling racks and carts, which complemented the company's tool storage boards and tool boxes. This newly-acquired companies' sales were growing rapidly, but its primary customer base and product distribution presented some unique new strategic challenges for Modern Metals.

MEP CENTER'S ROLE. Enterprise Minnesota revenue growth experts helped Modern Metal implement a systematic and repeatable approach to managing its marketing and growth strategy. This approach, known as the marketing management system, is focused on developing an intentional and proactive customer strategy informed by data as well as intuition and experience. The program follows a clearly defined structure that is designed to help any manufacturer regardless of size or resources:

1. Develop clear customer strategies and a plan to achieve growth goals
2. Set priorities and manage resources to move things forward more quickly
3. Begin working the plan
4. Implement systems to effectively execute and sustain the plan
5. Begin accomplishing growth goals
6. Learn and apply a powerful and reusable approach for generating business growth

By the end of the marketing management system program, Modern Metals not only had a plan in place, but was executing on that plan and looking for opportunities to repeat the success.

"Because of our size and resources, to be able to partner with an organization like Enterprise Minnesota is crucial. Enterprise Minnesota gave us the resources and knowledge to help create a strategic plan we needed to establish our marketing program."

-David Pfieffer, General Manager

RESULTS



\$1.7 million in new or retained sales



2 new or retained jobs



\$400,000 in new investment

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